Rep Order# 6863996 Ver# 1 Status New Traffic Order# EC'd Yes

Printed: 10/15/2012 1:11 PM Last Received: 10/15/2012 12:45 PM

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV. Station) .DCCC/HORSFORD Advertiser (

DCCC.HORSFORD **Product**

Estimate# 2102

Buyer JESSE DEMASTRIE

Phone# Fax#

) GMMB Agency 3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 143/149/2102 Flight Dates

Hiatus Weeks

10/16/2012 - 10/19/2012

Rep Firm

) PHILADELPHIA Sales Office (Salesperson () AMY MCCREARY

1 of 3

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

NEW ORDER PLS CONFIRM

CATHY FOR AMY

LT 	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost Daypart
	1	TU-TH	5A-6A	WAKE UP W/WAGNERS	:30	\$450.00	10/16-10/18	2	1	2	\$900.00
	2	TU-TH	430A-459A	. WAKE UP EARLY W/WAGNERS	:30	\$250.00	10/16-10/18	2	1	2	\$500.00
	3	TU-TH	6A-7A	WAKE UP W/WAGNERS	:30	\$700.00	10/16-10/18	2	1	2	\$1,400.00
	4	TU-TH	7A-9A	TODAY SHOW	:30	\$900.00	10/16-10/18	3	1	3	\$2,700.00
	5	TU-TH	9A-10A	TODAY SHOW II	:30	\$425.00	10/16-10/18	2	1	2	\$850.00
	6	TU-TH	10A-11A	TODAY SHOW III	:30	\$325.00	10/16-10/18	2	1	2	\$650.00
	7	TU-TH	11A-12P	RACHEL RAY	:30	\$325.00	10/16-10/18	2	1	2	\$650.00
	8	TU-TH	12P-1230P	NOON NEWS	:30	\$425.00	10/16-10/18	2	1	2	\$850.00
	9	TU-TH	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	10/16-10/18	2	1	2	\$650.00
	10	TU-TH	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	10/16-10/18	2	1	2	\$850.00
	11	TU-TH	2P-3P	DOCTORS	:30	\$325.00	10/16-10/18	2	1	2	\$650.00
	12	TU-TH	3P-4P	DR. PHIL	:30	\$450.00	10/16-10/18	2	1	2	\$900.00

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2 of 3

KSNV-TV LAS VEGAS, NV.) GMMB Rep Firm Station Agency Sales Office (Advertiser) .DCCC/HORSFORD 3050 K ST NW) PHILADELPHIA WASHINGTON, DC 20007 **Product** DCCC.HORSFORD Salesperson () AMY MCCREARY Estimate# 2102 Agency C/P1/P2/E 143/149/2102 JESSE DEMASTRIE Flight Dates 10/16/2012 - 10/19/2012 **Buver** Salesperson Phone# 215-568-6540 Phone# **Hiatus Weeks** Salesperson FAX# 215-568-1845 Fax# LTSpots/Week # of Total Cost Ln Day Time Program Len Rate Dates Total Daypart Weeks Spots ____ ______ :30 1 2 13 TU-TH4P-430P FIRST NEWS \$725.00 10/16-10/18 2 \$1,450.00 14 430P-5P NEWS :30 \$725.00 10/16-10/18 2 1 2 \$1,450.00 TU-TH 2 15 TU-TH 5P-630P NEWS :30 \$1,200.00 10/16-10/18 1 \$2,400.00 16 :30 2 1 2 TU-TH 630P-7P **JEOPARDY** \$1,300.00 10/16-10/18 \$2,600.00 17 7P-730P WHEEL :30 \$1,300.00 10/16-10/18 2 1 2 \$2,600.00 TU-TH 2 18 TU-TH 7P-730P FACE TO FACE :30 \$900.00 10/16-10/18 2 1 \$1,800.00 19 TU-TH 11P-1135P NEWS :30 \$1,200.00 10/16-10/18 2 1 2 \$2,400.00 2 20 TU-TH 1135P-TONIGHT SHOW :30 \$500.00 10/16-10/18 2 1 \$1,000.00 1235A 1 2 21 TU-TH 1235A-JIMMY FALLON :30 \$250.00 10/16-10/18 2 \$500.00

---REPORT TOTALS---

Report Totals: 43 / \$27,750.00

135A

---SALES MONTHLY TOTALS---

Oct 12: 43 / \$27,750.00 Sales Totals: 43 / \$27,750.00 Station Totals: 43 / \$27,750.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$102,778 CATV KBLR KINC KLAS 30% KSNV 27% **Rep Order**# 6863996 **Ver**# 1 **Status** New **EC'd** Yes

StationKSNV-TV LAS VEGAS, NV.Advertiser().DCCC/HORSFORDProductDCCC.HORSFORD

Estimate# 2102

Buyer JESSE DEMASTRIE

Phone# Fax#

Books NOV12 Demos RA35+

---Agency Comment--PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Traffic Order#

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Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 143/149/2102 **Flight Dates** 10/16/2012 - 10/19/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY

3 of 3

Salesperson Phone# 215-568-6540 **Salesperson FAX**# 215-568-1845

KTNV 25% KTUD 1% KVCW 1% KVMY 2% KVVU 14%

XXXX 0%